AMENDMENTS TO THE CLAIMS

Listing of Claims

1) (Currently Amended) A ~~system~~method of advertising to a viewer wherein by viewing an advertisement of an advertiser a viewer may qualify to win a prize, comprising:

    a)   transmitting an advertisement to a viewer;

    b)   transmitting to the viewer an offer to submit an entry to win a prize in response to the advertisement wherein the viewer is offered ~~the~~a fleeting opportunity to submit the entry only after the advertisement has first been displayed to the viewer for a period of time without the opportunity to submit an entry;

    c)   receiving an entry for the prize from the viewer; and

    d)   selecting an entry as a winning entry to receive a prize.

2) (Currently Amended) A ~~system~~method of advertising to at least one viewer wherein by permitting display to the viewer of at least one advertisement, the viewer may qualify to win at least one prize, comprising:

    a)   displaying to the viewer, in connection with the display of the advertisement, ~~an immediate~~ fleeting opportunity to submit at least one entry to win the prize;

    b)   wherein the viewer is offered the ~~immediate~~ fleeting opportunity only after the advertisement has first been displayed to the viewer for a period of time without the opportunity to submit an entry.

3) (Currently Amended) A ~~computer system~~ method of advertising to at least one viewer wherein by permitting display to such at least one viewer of at least one advertisement of at least one advertiser, such viewer may qualify to win at least one prize, comprising:

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a) displaying such advertisement to such viewer, the advertisement having a length defined by for a first period of time; and

b) displaying to such viewer, in connection with such displaying of such advertisement, an immediate opportunity to submit at least one entry to win such at least one prize;

ei) wherein such viewer is offered such immediate opportunity only after the advertisement has first been displayed without such opportunity, for at least a portion of the first period of time, the portion of the first period of time defining such advertisement has been displayed to such viewer for a second period of time; and

dii) wherein such immediate opportunity is offered to such viewer only for a limited period defining a third period of time, so that the opportunity to submit an entry is a fleeting opportunity.

e) wherein the second period of time is no more than about the first period of time; and

f) wherein the third period of time is no less than about five seconds.

4) (Currently Amended) The system method according to Claim 3 wherein the first period of time is no less than about five seconds and no more than about 30 seconds.

5) (Currently Amended) The system method according to Claim 3 wherein the second period of time is no less than about five seconds.

6) (Currently Amended) The system method according to Claim 5 wherein the second period of time is no more than about thirty seconds.

7) (Currently Amended) The system method according to Claim 3 wherein the second period

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of time is no more than about thirty seconds.

8) (Currently Amended) The ~~system~~method according to Claim 3 wherein the third period of time is <u>no less than about five seconds and</u> no more than about thirty seconds.

9) (Currently Amended) The ~~system~~method according to Claim 3 wherein:

a) the second period of time is no less than about five seconds; and

b) the second period of time is no more than about twenty seconds.

10) (Currently Amended) The ~~system~~method according to Claim 3 further comprising:

a) receiving such at least one entry from such viewer; and

b) selecting such at least one entry as at least one winning entry to receive such at least one prize.

11) (Currently Amended) The ~~system~~method according to Claim 3 further comprising displaying to such viewer an entry system structured and arranged to implement such submission of such at least one entry by viewer "clicking" of at least one designated area of a viewer display device.

12) (Currently Amended) The ~~system~~method according to Claim 11 wherein such viewer "clicking" is accomplished by only one "click".

13) (Currently Amended) The ~~system~~method according to Claim 11 wherein such designated area comprises at least one button.

14) (Currently Amended) The ~~system~~method according to Claim 11 wherein such entry system is further structured and arranged to include an optional viewer-opportunity to request information from such advertiser.

15) (Currently Amended) The ~~system~~method according to Claim 11 wherein such entry system is further structured and arranged to include an optional viewer-opportunity to request

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linking such viewer to a website of such advertiser.

16) (Currently Amended) The ~~system~~method according to Claim 13 wherein such viewer "clicking" is accomplished by only one "click".

17) (Currently Amended) The ~~system~~method according to Claim 13 wherein such button comprises, at least in part, essentially the words "Enter Me".

18) (Currently Amended) The ~~system~~method according to Claim 3 further comprising displaying to such viewer an indication of when such offer will be made of such ~~immediate~~fleeting opportunity to submit such at least one entry to win such at least one prize.

19) (Currently Amended) The ~~system~~method according to Claim 18 wherein such displaying of such advertisement to such viewer comprises such indication.
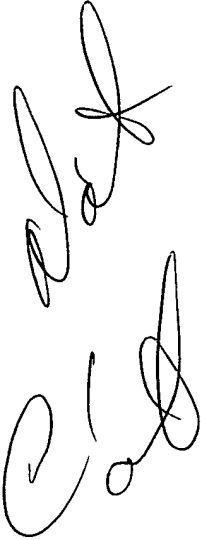
20) (Currently Amended) The ~~system~~method according to Claim 19 wherein such indication comprises a countdown of essentially how much time remains of such second period of time.

21) (Currently Amended) The ~~system~~method according to Claim 3 wherein such advertisement comprises a dynamic interstitial advertisement.

22) (Currently Amended) A ~~system~~method of advertising, comprising:

a) preparing an advertisement for display to a viewer in exchange for offering the viewer ~~an~~ fleeting opportunity to submit an entry to win a prize in conjunction with viewing the advertisement wherein the fleeting opportunity to submit the entry is only available after the advertisement has first been displayed to the viewer for a period of time without the opportunity to submit an entry;

b) transmitting the advertisement to an ad server for transmission to viewers;

c) receiving viewer contact information for each viewer selected to win a prize; and

d) transmitting each selected viewer a prize.

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23)   (Currently Amended) A ~~computer system~~method of advertising to at least one viewer

wherein, by viewing at least one advertisement of an advertiser, such viewer may qualify to win

at least one prize, comprising:

a) storing a plurality of such advertisements on at least one server;

b) registering a plurality of such viewers by obtaining viewer information data for each

such viewer including at least such viewers' contact information; and

c) implementing display of at least two of such plurality of such advertisements to at least

one selected viewer for display in series on a viewer interface device, such implementing

being structured and arranged to provide

(i) displaying of each individual advertisement to such selected viewer, ~~for a~~ <u>each</u>

<u>individual advertisement having a length defined by</u> a first period of time,

(ii) displaying to such selected viewer, in connection with the display of such

individual advertisement, of an ~~immediate~~ opportunity to submit at least one entry

to win such at least one prize,

(iii) wherein such selected viewer is offered such ~~immediate~~ opportunity only

after ~~such individual~~ <u>the</u> advertisement has <u>first</u> been displayed ~~to such selected~~

~~viewer for~~ <u>without such opportunity for at least a portion of the first period of</u>

<u>time, the portion of the first period of time defining</u> a second period of time,

(iv) wherein such ~~immediate~~ opportunity is offered to such selected viewer only

for a <u>limited</u> period of time <u>defining a</u> third period of time, <u>so that the opportunity</u>

<u>to submit an entry is a fleeting opportunity</u>

~~(v) wherein the second period of time is no more than about the first period of~~

~~time, and~~

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~~(vi) wherein the third period of time is no less than about five seconds~~; and

d) determining for each such individual advertisement, whether each such selected viewer chose to submit an entry for the associated prize;

e) identifying any such selected viewers, who chose to submit an entry, as entrants;

f) selecting at least one such entrant as a winner to receive such at least one prize; and

g) notifying such at least one winner of a winning of such at least one prize.

24)   (Currently Amended) The ~~system~~method according to Claim 23 wherein the first period of time is no less than about five seconds and no more than about 30 seconds.

25)   (Currently Amended) The ~~system~~method according to Claim 23 wherein the second period of time is no less than about five seconds.

26)   (Currently Amended) The ~~system~~method according to Claim 25 wherein the second period of time is no more than about thirty seconds.

27)   (Currently Amended) The ~~system~~method according to Claim 23 wherein the second period of time is no more than about thirty seconds.

28)   (Currently Amended) The ~~system~~method according to Claim 23 wherein the third period of time is no less than five seconds and no more than about thirty seconds.

29)   (Currently Amended) The ~~system~~method according to Claim 23 wherein:

a) the second period of time is no less than about five seconds; and

b) the second period of time is no more than about twenty seconds.

30)   (Currently Amended) The ~~system~~method according to Claim 23 further comprising displaying to such selected viewer an entry system structured and arranged to implement such submission of such at least one entry by viewer "clicking" of at least one designated area of a viewer display device.

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31)   (Currently Amended) The ~~system~~method according to Claim 30 wherein such viewer "clicking" is accomplished by only one "click".

32)   (Currently Amended) The ~~system~~method according to Claim 30 wherein such designated area comprises at least one button.

33)   (Currently Amended) The ~~system~~method according to Claim 30 wherein such entry system is further structured and arranged to include an optional viewer-opportunity to request information from such advertiser.

34)   (Currently Amended) The ~~system~~method according to Claim 30 wherein such entry system is further structured and arranged to include an optional viewer-opportunity to request linking such selected viewer to a website of such advertiser.

35)   (Currently Amended) The ~~system~~method according to Claim 30 wherein such viewer "clicking" is accomplished by only one "click".

36)   (Currently Amended) The ~~system~~method according to Claim 30 wherein such button comprises, at least in part, essentially the words "Enter Me".

37)   (Currently Amended) The ~~system~~method according to Claim 23 further comprising displaying to such selected viewer an indication of when such offer will be made of such ~~immediate~~ fleeting opportunity to submit such at least one entry to win such at least one prize.

38)   (Currently Amended) The ~~system~~method according to Claim 37 wherein such displaying of such individual advertisement to such selected viewer comprises such indication.

39)   (Currently Amended) The ~~system~~method according to Claim 38 wherein such indication comprises a countdown of essentially how much time remains of such second period of time.

40)   (Currently Amended) The ~~system~~method according to Claim 23 further comprising:

     a) selecting such advertisement to transmit to such viewer from a category of such

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advertisements requested by such viewer; and

b) selecting such advertisement to transmit to such viewer from a list of advertisers

selected by such viewer;

c) wherein such advertisement comprises a dynamic interstitial advertisement.

41)   (Currently Amended) A computer system of advertising to at least one viewer wherein by

permitting display to such at least one viewer of at least one advertisement of at least one

advertiser, such viewer may qualify to win at least one prize, comprising:

a) means for displaying such advertisement to such viewer for a first period of time; and

b) means for displaying to such viewer, in connection with such displaying of such

advertisement, an ~~immediate~~ opportunity to submit at least one entry to win such at least

one prize, so that

i) such viewer is offered such ~~immediate~~ opportunity only after such

advertisement has <u>first</u> been displayed to such viewer <u>without such opportunity</u>

<u>for at least a portion of the first period of time, the portion of the first period</u>

<u>defining</u> ~~for~~ a second period of time, and

ii) such ~~immediate~~ opportunity is offered to such viewer only for a <u>limited period</u>

<u>defining a</u> third period of time<u>, so that the opportunity to submit an entry is a</u>

<u>fleeting opportunity</u>~~;~~

~~c) wherein the second period of time is set at no more than about the first period of time;~~

~~and~~

~~d) wherein the third period of time is set at no less than about five seconds~~.

42)   (Original) The system according to Claim 41 wherein the first period of time is set at no

less than about five seconds <u>and no more than about 30 seconds</u>.

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43)   (Original) The system according to Claim 41 wherein the second period of time is set at no less than about five seconds.

44)   (Original) The system according to Claim 43 wherein the second period of time is set at no more than about thirty seconds.

45)   (Original) The system according to Claim 41 wherein the second period of time is set at no more than about thirty seconds.

46)   (Currently Amended) The system according to Claim 41 wherein the third period of time is set at <u>no less than five seconds and </u>no more than about thirty seconds.

47)   (Original) The system according to Claim 41 wherein:

a) the second period of time is set at no less than about five seconds; and

b) the second period of time is set at no more than about twenty seconds.

48)   (Original) The system according to Claim 41 further comprising:

a) means for receiving such at least one entry from such viewer; and

b) means for selecting such at least one entry as at least one winning entry to receive such at least one prize.

49)   (Original) The system according to Claim 41 further comprising means for displaying to such viewer an entry system structured and arranged to implement such submission of such at least one entry by viewer "clicking" of at least one designated area of a viewer display device.

50)   (Original) The system according to Claim 49 wherein such viewer "clicking" is accomplished by only one "click".

51)   (Original) The system according to Claim 49 wherein such designated area comprises at least one button.

52)   (Original) The system according to Claim 49 wherein such entry system is further

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structured and arranged to include an optional viewer-opportunity to request information from such advertiser.

53)   (Original) The system according to Claim 49 wherein such entry system is further structured and arranged to include an optional viewer-opportunity to request linking such viewer to a website of such advertiser.

54)   (Original) The system according to Claim 51 wherein such viewer "clicking" is accomplished by only one "click".

55)   (Original) The system according to Claim 51 wherein such button comprises, at least in part, essentially the words "Enter Me".

56)   (Currently Amended) The system according to Claim 41 further comprising means for displaying to such viewer an indication of when such offer will be made of such ~~immediate~~ fleeting opportunity to submit such at least one entry to win such at least one prize.

57)   (Original) The system according to Claim 56 wherein such displaying of such advertisement to such viewer comprises such indication.

58)   (Original) The system according to Claim 57 wherein such indication comprises a countdown of essentially how much time remains of such second period of time.

59)   (Original) The system according to Claim 41 wherein such advertisement comprises a dynamic interstitial advertisement.

60)   (Currently Amended) A system of advertising to at least one viewer wherein by permitting display to the viewer of at least one advertisement of an advertiser, the viewer may qualify to win at least one prize, comprising:

      a) means for displaying to the at least one viewer, in connection with the display of the at least one advertisement, ~~an immediate~~ fleeting opportunity to submit at least one entry to

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win the at least one prize; and

b) means for offering to the at least one viewer such ~~immediate~~ fleeting opportunity only after the at least one advertisement has been displayed to the at least one viewer for a period of time having a first portion of time during which the at least one viewer is not offered such ~~immediate~~ fleeting opportunity to submit the at least one entry to win the at least one prize followed by a second portion of time during which the at least one viewer is offered such ~~immediate~~ fleeting opportunity to submit the at least one entry to win the at least one prize.

61) (Currently Amended) A computer system for advertising to a viewer wherein, by viewing an advertisement of an advertiser, a viewer may qualify to win a prize, comprising an ad server configured to:

a) transmit an advertisement to a viewer;

b) transmit an offer to submit an entry to win a prize to the viewer in conjunction with viewing the advertisement wherein the viewer is offered ~~the~~ a fleeting opportunity to submit the entry only after the advertisement has first been displayed to the viewer for a period of time without the opportunity to submit an entry;

c) receive an entry for the prize from the viewer; and

d) select an entry as a winning entry to receive a prize.

62) (Original) The system according to Claim 61, wherein the ad server is further configured to transmit a plurality of advertisements to the viewer to be displayed in series.

63) (Original) The system according to Claim 61, wherein the ad server is further configured to select an advertisement for transmission to the viewer based on demographic information of the viewer.

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64)   (Original) The system according to Claim 61, wherein the ad server is further configured to select an advertisement to transmit to the viewer from a category of advertisements requested by the viewer.

65)   (Original) The system according to Claim 61, wherein the ad server is further configured to select an advertisement to transmit to the viewer from a list of advertisers selected by the viewer.

66)   (Original) The system according to Claim 61, wherein the ad server is further configured to receive viewer information data, wherein the viewer information data includes at least viewer contact information.

67)   (Original) The system according to Claim 66, wherein the ad server is further configured to store the viewer information data for each viewer submitting an entry.

68)   (Original) The system according to Claim 67, wherein the ad server is further configured to select the winning entry from among the stored viewer information data for each viewer submitting an entry.
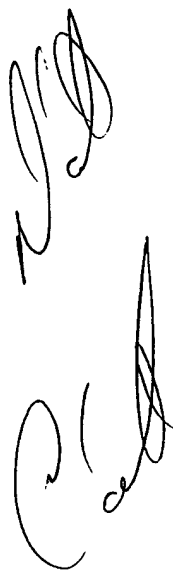
69)   (Original) The system according to Claim 66, wherein the ad server is further configured to transmit the viewer information data, for the viewer submitting the winning entry, to the advertiser, whereby the advertiser may send the prize to the winner.

70)   (Original) The system according to Claim 61, wherein the ad server is further configured to notify the viewer submitting the winning entry that they have won the prize.

71)   (Original) The system according to Claim 61, wherein the ad server is further configured to offer the viewer an opportunity to request information from the advertiser.

72)   (Original) The system according to Claim 61 wherein the ad server is further configured to offer the viewer an opportunity to be linked to a website of the advertiser.

73)   (Currently Amended) A system for advertising to a viewer wherein by viewing an advertisement of an advertiser a viewer may qualify to win a prize, comprising an ad server configured to:

   a) receive a plurality of advertisements;

   b) store the advertisements on a server;

   c) register a plurality of viewers by obtaining viewer information data for each viewer including at least the viewers' contact information;

   d) transmit the plurality of advertisements to each viewer for display on a monitor in series, wherein each advertisement is an interstitial advertisement having an associated prize offering, the advertisement being displayed for a time period having a first portion of time during which the viewer is not offered an-fleeting opportunity to submit an entry to win the prize followed by a second portion of time during which the viewer is offered the fleeting opportunity to submit an entry to win the prize;

   e) determine for each advertisement whether each viewer chose to submit an entry for the associated prize;

   f) identify the viewers, who chose to submit an entry, as entrants;

   g) select an entrant as a winner to receive the prize; and

   h) notify the winner that they have won the prize.

74)   (Currently Amended) A system for computer executable software code stored on a computer readable medium, the code for advertising to a viewer wherein, by viewing an advertisement of an advertiser, a viewer may qualify to win a prize, comprising:

   a) code to transmit to the viewer, in connection with a transmitted advertisement, an offer to submit at least one entry to win a prize in response to the advertisement wherein the

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viewer ~~only has the~~ is offered a fleeting opportunity to submit the entry only after the

advertisement has first been displayed to the viewer for a period of time without the

opportunity to submit an entry;

b) code to receive an entry for the prize from the viewer; and

c) code to select an entry as a winning entry to receive a prize.

75) (Original) The system according to Claim 66, further comprising code to transmit a

plurality of advertisements to the viewer to be displayed in series.

76) (Original) A system as in any one of Claims 1-75 in which:

a) the prize is preselected by the advertiser.

77) (Original) A system as in any one of Claims 1-75 in which:

a) selection of the advertisement is based on demographic information about the viewer.

78) (Currently Amended) A computer system configured to:

receive an advertisement;

display the advertisement;

display ~~an~~ fleeting opportunity to submit an entry in conjunction with the advertisement

wherein the fleeting opportunity to submit the entry is only available after the advertisement has

first been displayed to the viewer for a period of time without such opportunity; and

transmit an entry to win a prize.

79) (Currently Amended) A computer system configured to:

prepare an advertisement for display to a viewer in exchange for offering the viewer ~~an~~

fleeting opportunity to submit an entry to win a prize in conjunction with viewing the

advertisement wherein the fleeting opportunity to submit the entry is only available after the

advertisement has first been displayed to the viewer for a period of time without such

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opportunity;

transmit the ad to an ad server for transmission to viewers;

receive viewer contact information for each viewer selected to win a prize; and

transmit each selected viewer a prize.

80)   (Currently Amended) Computer executable software code stored on a computer readable

medium, the code for advertising to a viewer wherein by viewing an advertisement a viewer may

qualify to win a prize, comprising:

code to receive a plurality of advertisements;

code to store the advertisements on a server;

code to register a plurality of viewers by obtaining viewer information data for each

viewer including at least the viewers' contact information;

code to transmit the plurality of advertisements to each viewer for display on a monitor in

series, wherein each advertisement is an interstitial advertisement having an associated prize

offering, the advertisement being displayed for a time period having a first portion of time during

which the viewer is not offered an fleeting opportunity to submit an entry to win the prize

followed by a second portion of time during which the viewer is offered the fleeting opportunity

to submit an entry to win the prize;

code to determine for each advertisement whether each viewer chose to submit an entry

for the associated prize;

code to identify the viewers, who chose to submit an entry, as entrants;

code to select an entrant as a winner to receive the prize; and

code to notify the winner that they have won the prize.

81)   (Currently Amended) Computer executable software code stored on a computer readable

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medium, comprising:

code to receive an advertisement;

code to display the advertisement;

code to display ~~an~~ fleeting opportunity to submit an entry in conjunction with the advertisement wherein the fleeting opportunity to submit the entry is only available after the advertisement has first been displayed to the viewer for a period of time without such opportunity; and

code to transmit an entry to win a prize.

82) (Currently Amended) Computer executable software code stored on a computer readable medium, comprising:

code to prepare an advertisement for display to a viewer in exchange for offering the viewer ~~an~~ fleeting opportunity to submit an entry to win a prize in conjunction with viewing the advertisement wherein the fleeting opportunity to submit the entry is only available after the advertisement has first been displayed to the viewer for a period of time without such opportunity;

code to transmit the ad to an ad server for transmission to viewers;

code to receive viewer contact information for each viewer selected to win a prize; and

code to transmit each selected viewer a prize.

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